ABSTRACT

Handicraft commodites export have an important role in formulating export value in Bantul. Therefore this study aims to analyze the factors that influence the probability of export decisions in handicraft SMEs. The research method used is a regression logistic method. The research data is primary data with cross-section data types. The number of respondents in this study was 80 respondents with a method of determining the number of samples based on the Slovin formula. The sampling method uses purposive sampling. The independent variables are export market orientation, knowledge of export experience, response to the export stimulus, age, education and business size. The dependent variable is the dummy variable, namely exports and not exports.

The results of this study concluded that all independent factors simultaneously influence the probability of export decisions. Partially, export market orientation variables, export experience knowledge, age, and education have a significant effect on the probability of export decisions. It is an interesting discovery that there is a quadratic relationship between age and the probability of an export decision. While the response to export stimulus and business size does not significantly influence the probability of export decisions.

Keywords: export, export market orientation, knowledge of export experience, response to an export stimulus, age, education, business size.